

Vancouver Startup Week 2016 is [here](#)! Get ready for that rarest of rare opportunities: the chance to mingle with a huge segment of potential hires in some chill, casual settings. Whether you're searching for qualified contractors, or scouting for your next rockstar developer, one thing is clear: with a week full of events, **you're going to need a game plan.**

We've whipped up this handy "how to" guide to recruiting, so that you and your team can kick back and relax, while taking full advantage of the unique networking and recruiting opportunities VSW has to offer. If you're pondering questions like ***How do I meet the great candidates I've met online/seen on [Angellist](#)?, Which venues and activities will help me meet the people I need to grow my company?*** or ***Where are all the good developers?*** You'll find your answers, and a whole lot more, right here.

## Go Beyond the Recruitment Fair

Okay, so there's no skipping the [Recruitment Fair](#). With over 400+ job seekers, and more than 30 companies expected to attend, it's guaranteed to be a full house. But if you want to stand out, and attract the people you're looking for, you'll *also* need to seek out events specific to the type of person you're after. For example, [VR Demo Day](#) will definitely see a healthy share of developers and designers who specialize in VR and MR, but it's also worth the time to network with the thought leaders and futurists at the vanguard of tech.

## SCOUTING DEVS?

If you're on the lookout for skilled devs who fare well under pressure, don't miss the quiet intensity of the [#HackVSW Hackathon](#). With only 48 hours to code, teams of developers must race against the clock to create new, amazing products. Feel free to hang out and watch the devs in action, but you might want to wait until *after* the hackathon to pick their brains.

*Fun fact:* [Later](#), one of our anchor clients, is the result of a successful hackathon—so,

naturally, *hacking* is one of their core values. You can catch them on along the [Community Crawl](#) or attend their VSW event where co-founder [Ian MacKinnon](#) will break down the game-changing value of culture at [Attract the Best Talent and Customers: How Purpose & Values Change the Game](#).

## Maximize your Open House experience

If you're a startup opening your doors for the [VSW Community Crawl](#) or [Startup Open House](#) (happening the week before Vancouver Startup Week 2016), here's a few simple things you can do to better connect with your visitors—and *potential hires*:

### GET A GIANT JOB BOARD!

Don't make your job board a mystery. Throw a list of open positions up on a flat screen TV, or wheel a whiteboard over to the entrance. You want to ensure every person who walks through your door knows which jobs are open.

### RESUME DROP-OFF

Designate a clear spot by your front door for people to leave a resume if they choose to, and be sure to later write thank-you emails for everyone who does. What's your plan for accepting digital resumes? Although it varies industry to industry, there's no guarantee that candidates will be toting around paper copies of their resume. *Do* have a system in place for funnelling information from potential hires to HR. You don't want to let valuable contacts slip through your fingers.

Creating a *general interest* role on your careers page is a great way to welcome applications. Just make sure you follow up with everyone who connects with you this way—these people want to work at *your* company; they're your future brand ambassadors!

## PREP YOUR TEAM

It's worth touching base with your team before the event to encourage everyone to make an effort connecting with visitors. Make sure all team members know which roles you're hiring for, and who at the company they should point interested people toward. After all, you never know where that next great contact will come from! A talented candidate may not be seeking a new position *now*, but if they're impressed by your people and culture, they'll remember you down the road when they *are* looking.

Remember the golden rule of recruitment: good people know good people! Encourage your team to actively promote the available jobs, *and* the open house to their network.

## Cruise Social Media, Pre-Party

Before you head to an event, take a moment to browse the [tweets](#) and Instagram [photos](#) tagged with the official event hashtag **#VSW2016**. You might get a glimpse of the people you'll meet later in the evening—so you'll have time to dig up a little background on folks who seem like good fits for your open roles. A few personalized conversation starters go a long way toward opening a casual dialogue offline.

If you're a startup, get the word out that you're hiring! Piggyback on the existing social promotion by tweeting your job postings with #VSW2016. Tell everyone to look for your team at certain events ("we'll be the ones in the lime green t-shirts!") and do whatever you can to broadcast to the community that you're hiring.

Looking for Vancouver Startup Week 2016 events most worth your while? For a quick rundown of the best panel talks, tech demos, and parties, take a gander at our [Top 10 Can't-Miss Events at VSW](#).



Credit: Picjumbo

## Enjoy the Ride at Startup Week 2016

VSW can feel like a long weekend music festival. You try to plan by scoping venues, and checking event times, but in the end you'll find yourself wonderfully off-course at [some random, ridiculous happenings](#). It's all good, though! The best connections happen when we're relaxed and open, so if things don't line up like you planned, don't fret—your dream hire may be just around the corner.

